

# External Awareness

Understand and identify the economic, political, and social trends that affect the organization

**Managing by Network**

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# What **economic trends** in the public and private sector are creating opportunities for your network management?

- ◆ What is the economic forecast for your community: city, county, region and state?
- ◆ What part of the community's business sector is emerging or projecting growth and what part is declining?



# What **economic trends** in the independent sector are creating opportunities for your network management?

- ◆ How are philanthropies that grant funding changing their priorities to address economic trends?
- ◆ How are nonprofit organizations changing their operations to address economic trends?



# What **political trends** provide opportunities for your network management?

- ◆ Is the development of your network of interest to the political leadership of your community?
- ◆ How are you communicating the development of your network internally and externally relative to public policy?



# What **social trends** are creating opportunities for your network management?

- ◆ Land and Natural Resource Use
- ◆ Recreation
- ◆ Education
- ◆ Population Trends
- ◆ Geotourism
- ◆ Social Media





***Are you building  
a network for  
the future?***

